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Amendments to the Claims:

A listing of the entire set of pending claims (including amendments to the claims, if any) is submitted herewith per 37 CFR 1.121. This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1-3 (Canceled)

4. (Currently amended) A multimedia method for use with a screen-based host ~~system~~ provided with information processing and I/O facilities, and for interacting with an item, the method comprising:

receiving identity information from the item at the host, in response to proximity conditions between the host and the item,

presenting to a user an associated service field at the host in response to the identity information, and

transmitting information from the host to the item, for storage at the item.

5. (Previously presented) The method of Claim 4, comprising

enabling the user to activate information processing operations at the host related to the associated service field.

6. (Previously presented) The method of Claim 4, comprising

transmitting host-generated results related to the associated service field during such proximity conditions to the item.

7. (Previously presented) The method of Claim 4, comprising

producing an iconized representation of the item at the host in response to the identity information.

8-11 (Canceled)

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12. (Previously presented) The method of Claim 4, including

identifying the host to the item in response to proximity conditions between the host and the item.

13-15 (Canceled)

16. (Currently amended) A multimedia method for use with a screen-based host system provided with information processing and I/O facilities, and for interacting with an item, the method comprising:

receiving identity information from the item at the host system, in response to proximity conditions between the host system and the item,

selecting an application program based on the identity information, the application program including one of an information processing program and an entertainment program,

executing the application program at the host system, and

transmitting information from the application program to the item, for storage at the item.

17. (Currently amended) The method of Claim 16, wherein

the application program is configured to produce an iconized representation of the item at the host system in response to the identity information.

18. (Previously presented) The method of Claim 17, wherein

the application program includes at least one of:

a video game;

an audio story; and

a diary.

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19. (Previously presented) The method of Claim 16, wherein

    the application program includes at least one of:

        a video game;

        an audio story; and

        a diary.

20. (Previously presented) The method of Claim 16, wherein

    the information that is transmitted to the item includes information particular to a user of the item.

21. (Previously presented) The method of Claim 16, wherein

    the information that is transmitted to the item includes a state of the application program.